



DESIGN EXCHANGE
CANADA'S DESIGN MUSEUM



BACKGROUND

DESIGN EXCHANGE

In fall 2011, Design Exchange engaged Lord Cultural Resources to develop a strategic plan. The impetus to do so was two-fold:

- 1. The end of the 25-year developers' grant in 2014.**
- 2. The DX as an institution had lost some focus, and this was impacting both current and future revenues and reputation.**

In 2012, a new direction was adopted by the DX Board of Directors whereby the institution was repositioned exclusively as a design museum offering programming with broad public appeal; and a new President, Shauna Levy, was hired in March 2012 to lead the implementation.

The following identifies achieved benchmarks and presents both 2013 and 2014 programming.



2013 DX BENCHMARKS

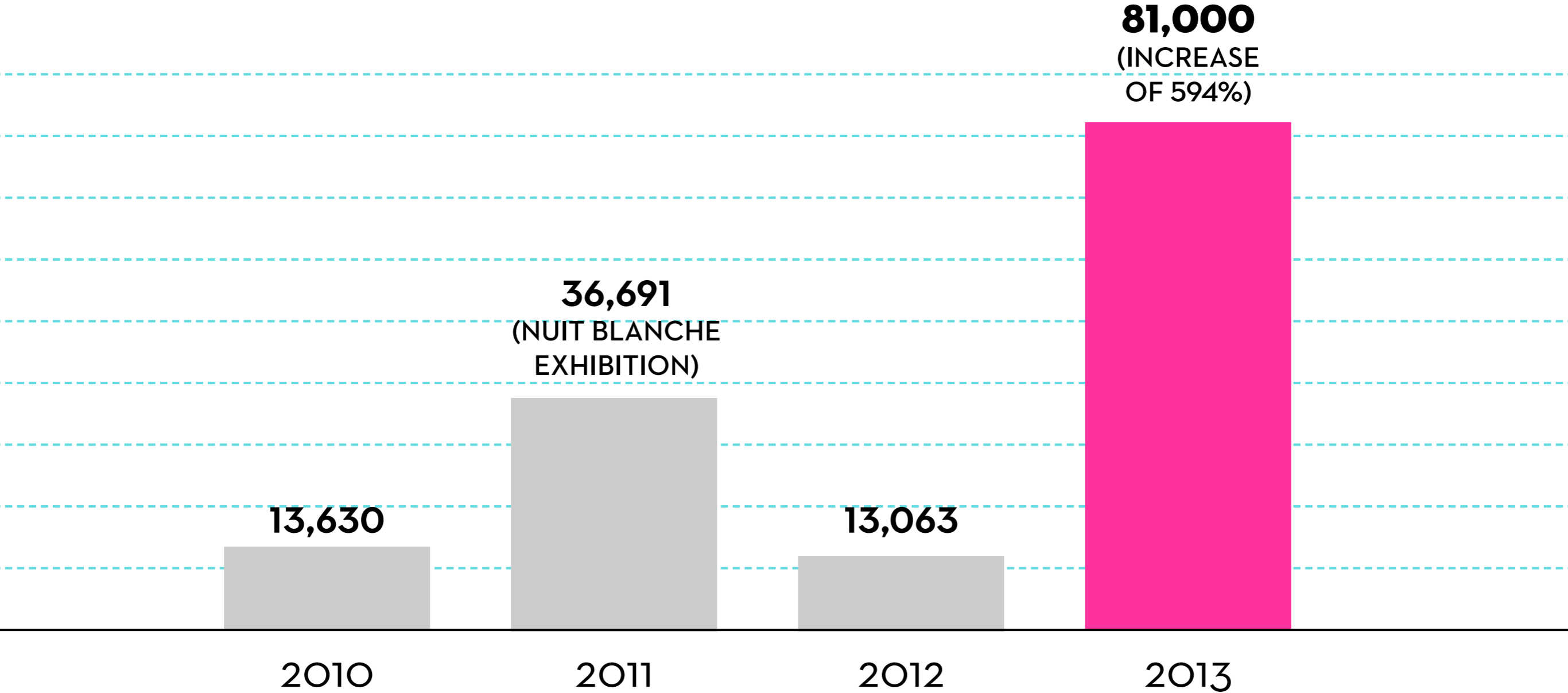
DESIGN EXCHANGE REINVENTED

2013 marks the first year of the implementation of the new direction. DX has turned around its brand, attendance, corporate and government support in record time.

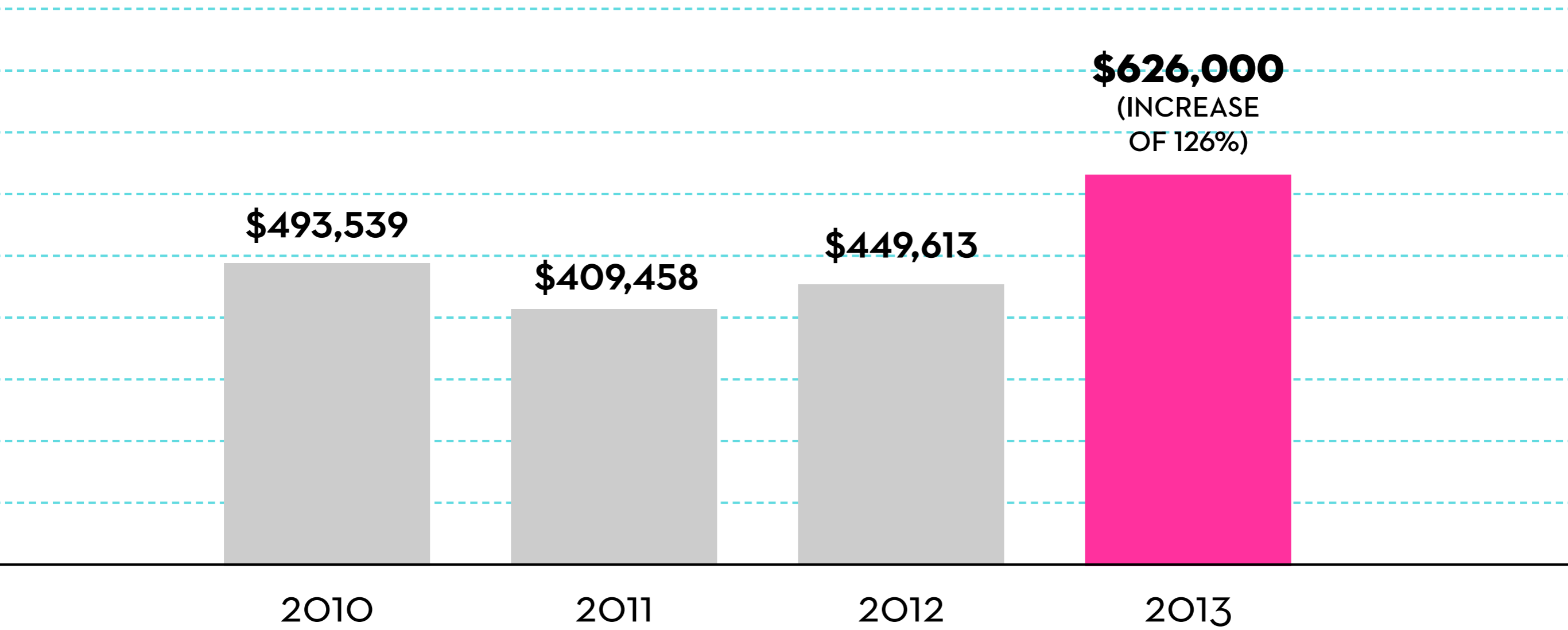
2013 DX BENCHMARKS

**OVERALL
ATTENDANCE***

* These numbers refer to exhibition attendance only and do not include those people who pass through the lobby and view the free exhibitions or the heritage space nor the event rental business which would produce a significantly higher number.



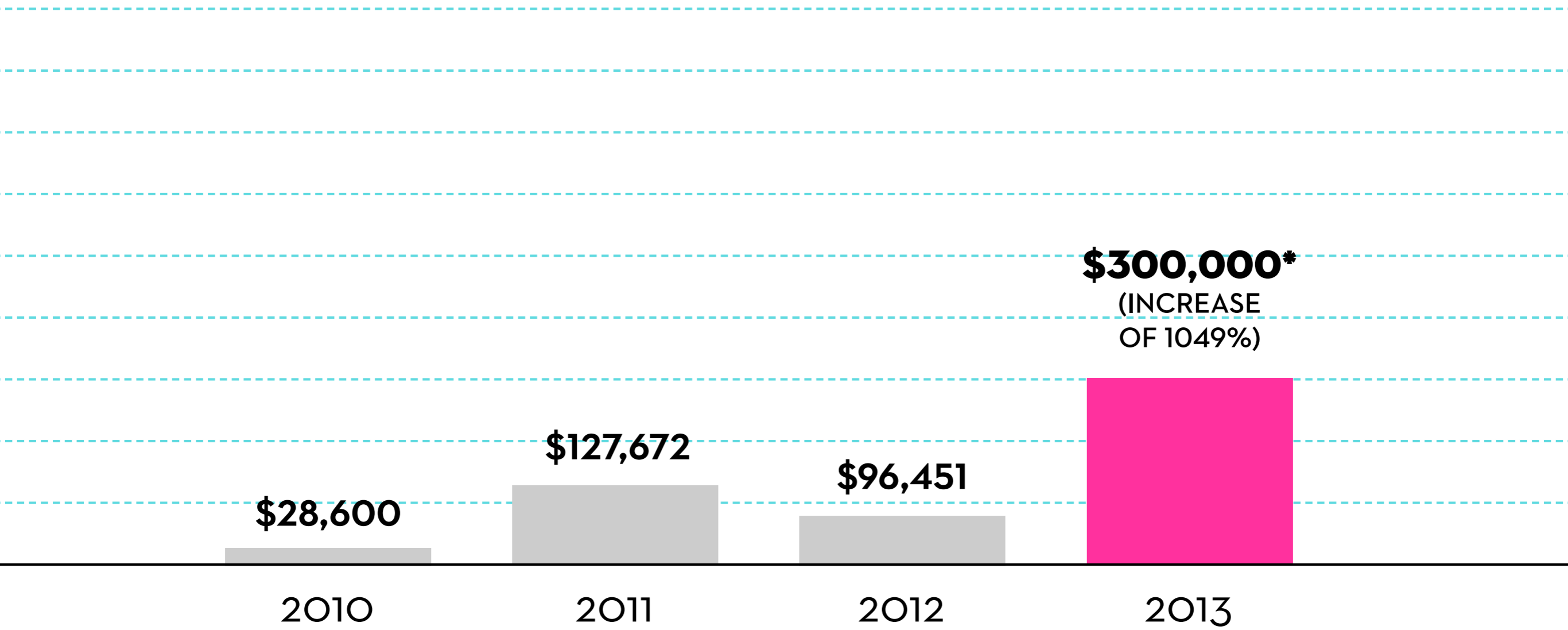
CORPORATE SPONSORSHIP/ PATRONAGE/MEMBERSHIP



2013 DX BENCHMARKS

GOVERNMENT PROJECT GRANTS

* Ministry of Tourism - OCAF \$100,000
Celebrate Ontario \$75,000
Ministry of Skills, Training + Development \$125,000





2013 EXHIBITIONS + PROGRAMMING

STEFAN SAGMEISTER'S HAPPY SHOW

FROM THE INSTITUTE OF
CONTEMPORARY ART PHILADELPHIA
JAN 9 - MAR 3, 2013

An exploration of happiness presented by world renowned graphic designer/artist Stefan Sagmeister.



2013 EXHIBITIONS + PROGRAMMING

**CHRISTIAN LOUBOUTIN'S
20 YEAR RETROSPECTIVE
FROM THE DESIGN MUSEUM LONDON
JUN 21 - SEP 15, 2013**

The North American exclusive showing of internationally acclaimed shoe designer Christian Louboutin.



2014 EXHIBITIONS + PROGRAMMING

THIS IS NOT A TOY

**AN EXHIBITION OF CONTEMPORARY
ART AND COLLECTIBLE DESIGN**

GUEST CURATED BY PHARRELL WILLIAMS

FEB 7 - MAY 19

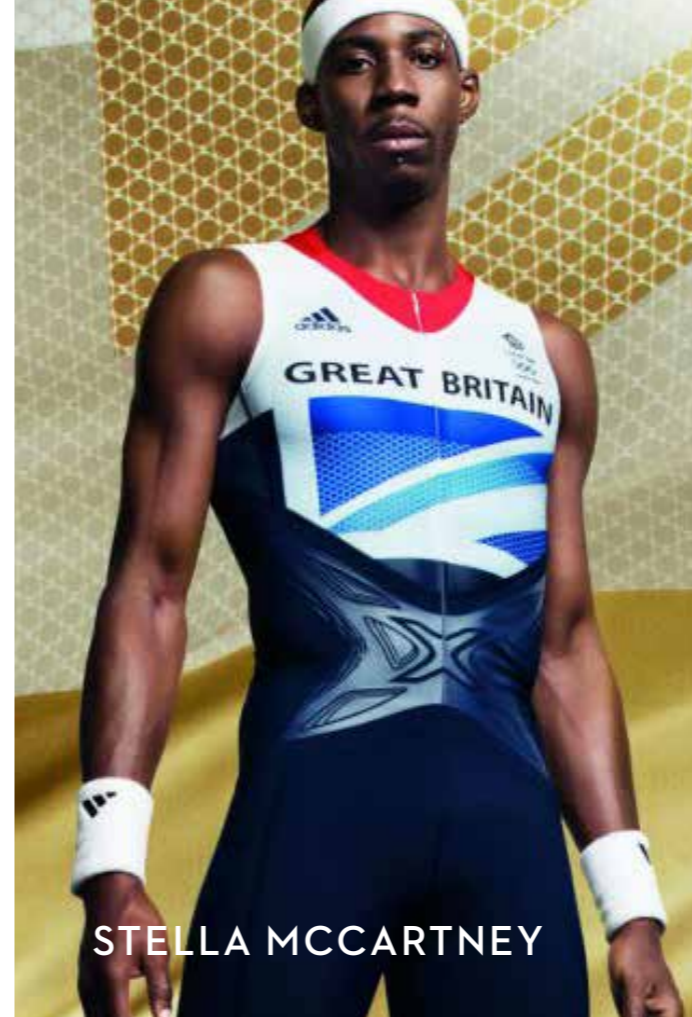
This Is Not A Toy is an exhibition that considers the conceptual toy – toys made solely as an expression of an aesthetic, concept or idea – as an art and design object and contemporary cultural signifier.



HUSSEIN CHALAYAN



VIVIENNE WESTWOOD



STELLA MCCARTNEY



JEAN PAUL GAULTIER

2014 EXHIBITIONS + PROGRAMMING

THE POLITICS OF FASHION

THE FASHION OF POLITICS

GUEST CURATED BY JEANNE BEKER

SEP 18 - DEC 7

Fashion inspires political debate, help elect politicians, and certainly plays an important role in image on the international stage. This exhibition will explore the ways fashion has helped ignite political awareness and how politics have dictated style through the decades.



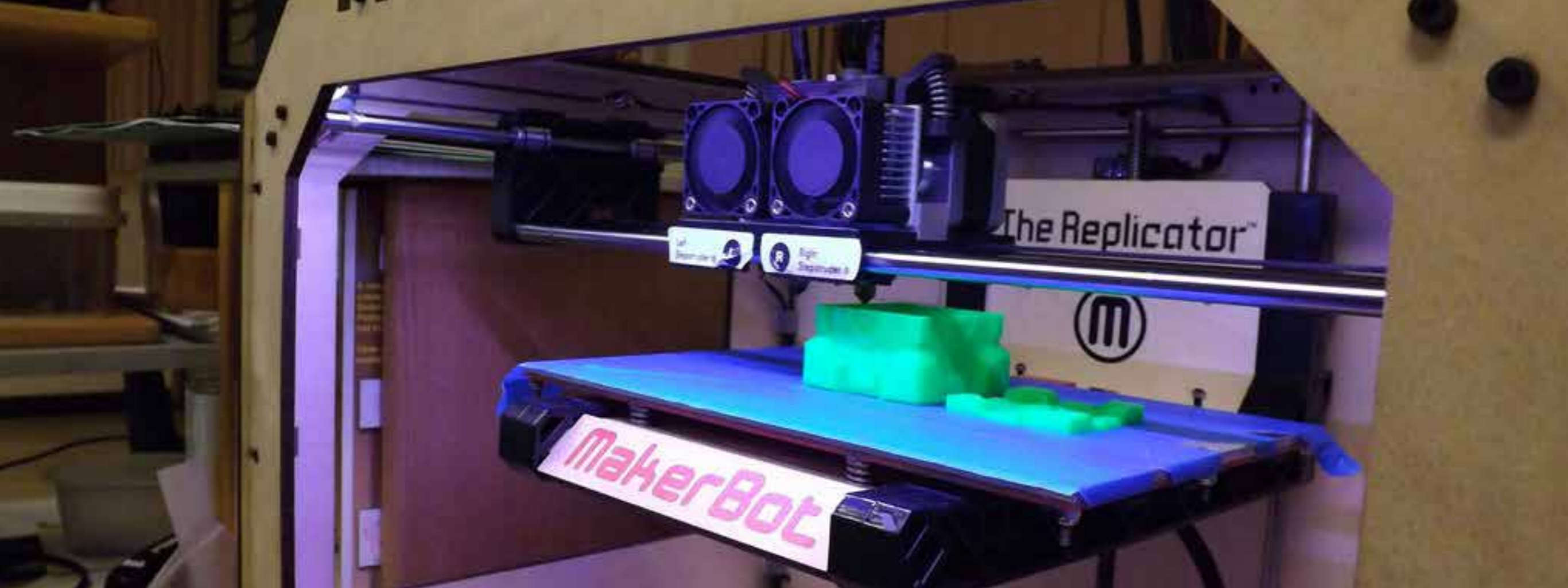
2014 EXHIBITIONS + PROGRAMMING

MY FAVOURITE THING

POP-UP VIDEO BOOTH

SPRING AND SUMMER 2014

My Favourite Thing is a collaborative project with Association of Chartered Industrial Designers of Ontario (ACIDO), funded by the City of Toronto to promote the importance of design to the City of Toronto's cultural and economic objectives.



2015 EXHIBITIONS + PROGRAMMING

PRESS START: ENTER THE NEW AGE OF FABRICATION

**AN INTERACTIVE EXHIBITION ON THE IMPACT
OF 3D PRINTING ON DAILY LIFE**

GUEST CURATED BY PROTOTYPE DESIGN LAB

JAN - MAY 2015

Examining four main areas: fashion, architecture and design,
food and health sciences.



MICHA LEXIER



DAAN ROSENGAARDE



EDUCATION PROGRAMS

DXTALKS

Some of the leading personalities in local and international design speak at Design Exchange.

COMMUNITY

FAMILY DAYS

DX offers monthly Family Days for kids to have access to exhibitions and programs.

The logo for the Emerging Designer Competition features the words "emerging" and "designer" in a large, stylized, 3D-effect font with a metallic, layered appearance. Below them, the word "competition" is written in a smaller, simpler, lowercase font. The background is a soft, abstract gradient of light blue and green.

emerging designer competition

EDUCATION PROGRAMS

EMERGING DESIGNER COMPETITION

The Emerging Designer Competition celebrates the multidimensionality of design. The first national competition of its kind, designers of all disciplines who have worked a maximum of five years in the field of design are invited to submit.

The logo for the Connect competition features the word "CONNECT:" in a large, bold, white, sans-serif font. Below it, the words "ENABLING CHANGE", "POST-SECONDARY DESIGN", and "COMPETITION 2013 - 14" are stacked in a smaller, bold, black, sans-serif font. The background is a vibrant, abstract pattern of overlapping squares in blue, green, and yellow, with white plus signs scattered throughout.

CONNECT: ENABLING CHANGE POST-SECONDARY DESIGN COMPETITION 2013 - 14

EDUCATION PROGRAMS

CONNECT SUPPORTED BY MINISTRY OF SKILLS AND DEVELOPMENT

The Connect competition promotes accessible design across all disciplines and is open to all Ontario-based college and university graduate and post-graduate students.

SPONSORED BY

Sears*

**THE 19TH
ANNUAL DX
CANADIAN
HIGH SCHOOL
DESIGN
COMPETITION**

DESIGN

CAMPS

2014

EDUCATION PROGRAMS

**HIGH SCHOOL DESIGN
COMPETITION**

PRESENTED BY SEARS

The High School Design Competition is open to all high school students right across the country. All design disciplines are represented.

COMMUNITY

DESIGN CAMPS

Multi-disciplinary design camps are held during march break and summer months for kids ages 6 to 14.



COMMUNITY

HIGH PRIORITY NEIGHBOURHOOD PROGRAM

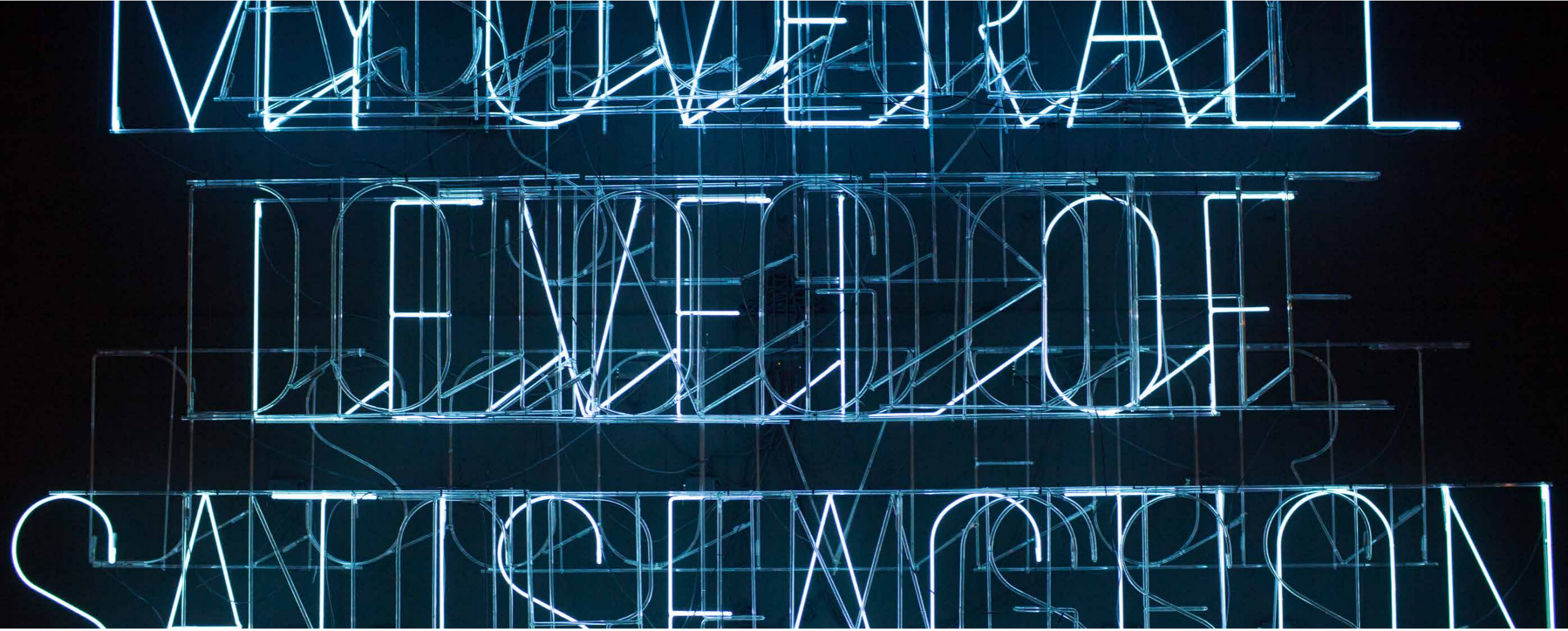
The DX education team offers free design workshops in community centers located in high priority neighbourhoods. This includes Kaleidoscope Kids, Junction Community Center, North York Community House, Lotherton Village Girls Group and more!



COMMUNITY

TOURS + WORKSHOPS

Tours and workshops are offered to all ages in a variety of design disciplines.



THANK YOU!

Design Exchange

234 Bay Street

DX.ORG

@designexchange

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